



WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

CONTRACT

Contract / Revision 941381 /	Alt Order # 06230224	
Product AMERICAN CORSSROADS		
Contract Dates 09/18/12 - 09/27/12	Estimate # 691	
Advertiser American Crossroads - Issue		
Original Date / Revision 09/12/12 / 09/12/12		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WLWT	Account Executive Mica Hansen	Sales Office HRP -Washington
Special Handling		
Demographic Adults 25+		
IDB# 11	Advertiser Code 11	Product Code 27
Agency Ref		Advertiser Ref

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WLWT	09/21/12	09/21/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,700.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	----1--				1	\$1,700.00			
2	WLWT	09/21/12	09/21/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	\$350.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	----1--				1	\$350.00			
3	WLWT	09/21/12	09/21/12	530-6p M-F news	530-6p		:30			NM	1	\$850.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	----1--				1	\$850.00			
4	WLWT	09/21/12	09/21/12	NBC Today Show	7-9a		:30			NM	1	\$1,500.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	----1--				1	\$1,500.00			
5	WLWT	09/24/12	09/24/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,700.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	1-----				1	\$1,700.00			
6	WLWT	09/24/12	09/24/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	\$350.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	1-----				1	\$350.00			
7	WLWT	09/24/12	09/24/12	530-6p M-F news	530-6p		:30			NM	1	\$850.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	1-----				1	\$850.00			
8	WLWT	09/24/12	09/24/12	6-7a news	6-7a		:30			NM	1	\$800.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract / Revision 941381 /	Alt Order # 06230224
Product AMERICAN CORSSRO	Estimate # 691

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/24/12	09/30/12	1-----	1				\$800.00			
9	WLWT	09/23/12	09/23/12	Sports Rock			:30			NM	1	\$1,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----1	1				\$1,400.00			
10	WLWT	09/23/12	09/23/12	NFL Pre-Game		NFL	:30			NM	1	\$4,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----1	1				\$4,000.00			
11	WLWT	09/20/12	09/27/12	11-1135p M-Su		11-1135p	:30			NM	2	\$3,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/17/12	09/23/12	---1---	1				\$1,700.00			
		Week: 09/24/12	09/30/12	---1---	1				\$1,700.00			
12	WLWT	09/20/12	09/27/12	JUDGE JUDY EF		Judge Judy	:30			NM	2	\$700.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/17/12	09/23/12	---1---	1				\$350.00			
		Week: 09/24/12	09/30/12	---1---	1				\$350.00			
13	WLWT	09/20/12	09/27/12	530-6p M-F news		530-6p	:30			NM	2	\$1,700.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/17/12	09/23/12	---1---	1				\$850.00			
		Week: 09/24/12	09/30/12	---1---	1				\$850.00			
14	WLWT	09/20/12	09/20/12	6-7a news		6-7a	:30			NM	1	\$800.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/17/12	09/23/12	---1---	1				\$800.00			
15	WLWT	09/27/12	09/27/12	NBC Today Show		7-9a	:30			NM	1	\$1,500.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/24/12	09/30/12	---1---	1				\$1,500.00			
16	WLWT	09/18/12	09/25/12	11-1135p M-Su		11-1135p	:30			NM	2	\$3,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/17/12	09/23/12	-1-----	1				\$1,700.00			
		Week: 09/24/12	09/30/12	-1-----	1				\$1,700.00			
17	WLWT	09/18/12	09/25/12	JUDGE JUDY EF		Judge Judy	:30			NM	2	\$700.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/17/12	09/23/12	-1-----	1				\$350.00			
		Week: 09/24/12	09/30/12	-1-----	1				\$350.00			
18	WLWT	09/18/12	09/25/12	530-6p M-F news		530-6p	:30			NM	2	\$1,700.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/17/12	09/23/12	-1-----	1				\$850.00			
		Week: 09/24/12	09/30/12	-1-----	1				\$850.00			

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Contract / Revision	Alt Order #	
941381 /	06230224	
Contract Dates	Product	Estimate #
09/18/12 - 09/27/12	AMERICAN CORSSRO	691
Advertiser		Original Date / Revision
American Crossroads - Is		09/12/12 / 09/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
19	WLWT	09/18/12	09/18/12	6-7a news	6-7a		:30			NM	1	\$800.00
Class of Time - Immediately Pre-emptible without notice												
Week:	09/17/12	09/23/12	--1----					1	\$800.00			
20	WLWT	09/25/12	09/25/12	NBC Today Show	7-9a		:30			NM	1	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
Week:	09/24/12	09/30/12	--1----					1	\$1,500.00			
21	WLWT	09/19/12	09/26/12	11-1135p M-Su	11-1135p		:30			NM	2	\$3,400.00
Class of Time - Immediately Pre-emptible without notice												
Week:	09/17/12	09/23/12	--1----					1	\$1,700.00			
Week:	09/24/12	09/30/12	--1----					1	\$1,700.00			
22	WLWT	09/19/12	09/26/12	JUDGE JUDY EF	Judge Judy		:30			NM	2	\$700.00
Class of Time - Immediately Pre-emptible without notice												
Week:	09/17/12	09/23/12	--1----					1	\$350.00			
Week:	09/24/12	09/30/12	--1----					1	\$350.00			
23	WLWT	09/19/12	09/26/12	530-6p M-F news	530-6p		:30			NM	2	\$1,700.00
Class of Time - Immediately Pre-emptible without notice												
Week:	09/17/12	09/23/12	--1----					1	\$850.00			
Week:	09/24/12	09/30/12	--1----					1	\$850.00			
24	WLWT	09/26/12	09/26/12	6-7a news	6-7a		:30			NM	1	\$800.00
Class of Time - Immediately Pre-emptible without notice												
Week:	09/24/12	09/30/12	--1----					1	\$800.00			
25	WLWT	09/19/12	09/19/12	NBC Today Show	7-9a		:30			NM	1	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
Week:	09/17/12	09/23/12	--1----					1	\$1,500.00			
N 26	WLWT	09/18/12	09/21/12	5-530p M-F news	5-530p		:30			NM	8	\$6,800.00
Class of Time - Immediately Pre-emptible without notice												
Week:	09/17/12	09/23/12	-TWTF--					8	\$850.00			
N 27	WLWT	09/18/12	09/21/12	NBC Today Show II	9-10a		:30			NM	1	\$700.00
Class of Time - Immediately Pre-emptible without notice												
Week:	09/17/12	09/23/12	-TWTF--					1	\$700.00			
N 28	WLWT	09/23/12	09/23/12	NFL Regular Season	NFL		:30			NM	1	\$10,000.00
Class of Time - Fixed Non Pre-emptible												
Week:	09/17/12	09/23/12	-----S					1	\$10,000.00			
N 29	WLWT	09/22/12	09/23/12	Sa/Su 6-7a News	Sa/Su 6-7a		:30			NM	1	\$400.00
Class of Time - Pre-emptible with notice												
Week:	09/17/12	09/23/12	-----SS					1	\$400.00			

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09/18/12 - 09/27/12	AMERICAN CORSSRO	691
Advertiser		Original Date / Revision
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
											Start Date	End Date
											Totals	45 \$55,700.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/27/12	45	\$55,700.00	\$47,345.00
Totals	45	\$55,700.00	\$47,345.00

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney
do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

8/31/12

Date

Steph Mung

Signature

703-299-1760

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title